

Quarterly Issues & Programs Report

January 1, through March 31, 2002

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Section One: Problems & Needs

Overview: Based on WNEM-5's ascertainment of community leaders and from data gathered from community organizations, the ten highest ranking problems and needs of the Flint-Saginaw-Bay City-Midland market are:

- 1. Safety Concerns
- 2. Education
- 3. Jobs/Unemployment
- 4. Domestic Violence

- 6. Crime
- 7. Substance Abuse
- 8. Children's Health Issues
- 9. Agricultural Issues

| 10. Lack of spiritual/moral values | _ |
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| | 10. Lack of spiritual/moral values |

Section Two: Issues & Programs Report

Overview: The following is the quarterly "Issues & Programs" report placed in the public file of WNEM-5 on April 10, 2002. The report covers the period from January 1, 2002- March 31, 2002. The report is based on ten significant problems and needs determined by WNEM-5's community ascertainments. (see above) Below each problem/need is a brief description of some news segments and public service announcements broadcast during the quarter designed to address the problem or need.

Saginaw, Michigan

January 1, through March 31, 2002

ISSUE/TITLE/SOURCE PROGRAM/TYPE DATE/DURATION

1) Safety Concerns

*11 p.m. News

LOC/NEWS

1/23/02

19

"Ice/Water Warning" - this story provides information about a new safety warning out for the Saginaw Bay.

The Coast Guard is advising snowmobilers and fisherman that warm temperatures have brought about potentially dangerous conditions of thin, melting ice.

*11 p.m. News

LOC/NEWS

1/10/02 2:00

"Midland County Courthouse Security" - High tech security devices have been put in place in this courthouse, covering several areas that have become security concerns. These measures have been implemented, in part, due to safety concerns following the terrorist attacks of September 11th.

*6 p.m. News

LOC/NEWS

1/8/02 :22

"Reverse Inspections Border" - Senator Carl Levin is suggesting ways to make Michigan borders safer – under Levin's suggestions, US and Canada customs agents will set up inspection stations at opposite ends of the borders. According to supporters of this plan, the need is especially great in Detroit, where terrorist activity could occur in the Windsor-Detroit tunnel.

*National Safety Council

NAT/PSA

:30 psa ran @ 45X

"Your Most Important Call" advises motorists about the importance of using cellular phones safely while operating a motor vehicle. Along with the negative publicity, there are positive aspects involved with responsible use of these phones relative to traffic accidents or other emergency situations.

2) Education

*WakeUp

LOC/NEWS

2/06/02 :19

"Engler/Community College" - Michigan Governor John Engler has announced a funding freeze for the state's community colleges. The announcement actually is seen as good news by some, who anticipated funding cuts from the Engler Administration.

*Noon News & Take 5

LOC/NEWS

2/17 - 1/18/02 :26 & :28

"Pinconning Bond Issue" - Voters in the Bay County community of Pinconning are headed to the polls to decide the fate of a proposed bonding issue. The money would be used for a wide range of improvements to Pinconning schools from elementary through high school levels.

*United Negro College Fund

NAT/PSA

:30 spot ran @54X

"The Tie" - depicts the importance of a first-generation student heading off to college, and the impact of this event on a family. The United Negro College Fund enables many minority students to pursue college degrees.

*Dow Corning Tennis

LOC/PSA

:30 spot ran @65X

"Pros To Schools" spot featured WNEM-TV5 Sports personality Art Neil, inviting schools to take part in the program offered during the Dow Corning Women's Challenger Tennis Tournament in Midland. Tennis pro's visit local schools to discuss important life-issues such as responsibility and character.

*Ready to Read

STATE/PSA

2:30's ran @ 130X

These spots promote the importance of getting children off to a good academic start by teaching them to read and exposing them to books at an early age.

3) Unemployment

* 6 p.m. News

LOC/NEWS

2/17/02 2:53

"Dow Workers Respond" - Hundreds of Dow Corning workers have agreed to forgo wage increases in an effort to save their jobs. The four percent wage increase was scheduled to take affect next month, but workers responded to a dismal economic outlook and acted in hopes of helping the financial troubled company.

*11 p.m. News

LOC/NEWS

2/01//02 1:17

"GM Shifts Gone" - General Motors is eliminating shifts at two plants and cutting close to 3,000 jobs. Many of the jobs are located at a mid-Michigan plant in Orion Twp. Officials blame the cutbacks on slumping truck sales.

*11 p.m. News

LOC/NEWS

2/1/02 :48

"Dow Corning Losses/Cuts" - The news is not good for Dow Corning or its employees. The company's reported fourth quarter losses will result in the elimination of approximately 700 jobs. Of that figure, close to three hundred positions will be axed in the Tri Cities area.

*6 p.m. News

LOC/NEWS

2/15/02 :53

"React To General Motors Layoffs" - This story looked at local reaction to the recent announcement that General Motors is eliminating shifts at two plants and is cutting close to 2,800 jobs. More than 1700 of these jobs will be at a Mid-Michigan facility in Orion Township. These layoffs are set to begin April 15th.

4.) Domestic Violence

*11 p.m. News

LOC/NEWS

2/13/02 & 2/13/02

1.58/2.16

"Healing Jeremiah" - This news series profiled a young Owosso boy suffering from a mysterious, violent disorder. His parents claim it was like "living with a murderer." These stories looked at the many theories given to explain Jeremiah's condition and the different treatment options explored.

*11 p.m. News

LOC/NEWS

10/11/02 1:35

"Underground Railroad" - The recent murder of a Saginaw woman inspired this story offering suggestions for battered women from the Underground Railroad, a safe-house agency in the Tri City area. Many women hesitate to leave abusive relationships for a variety of reasons, and the information provided in this story was meant to encourage women in those situations.

*6 p.m. News

LOC/NEWS

2/18/02 :43

"CMU Saginaw Murder Folo" - Gloria Baker had filed a personal protection order against her ex-boyfriend -the only suspect in her murder. Baker, a single mother, was shot and killed while attending graduate classes at CMU's Saginaw campus. Classmates described Baker's assailant as looking "sinister" as he arrived at the school.

5) Health Concerns

*11 p.m. News

LOC/NEWS

1/21/02 :22

"Bio Technology" - This story covers amazing advancements in the medical research field, leading to technology which helps prevent the rejection many dialysis patients suffer when they receive artificial blood vessels.

*11 p.m. News

LOC/NEWS

1/23/02 :46

"Pharmacy Improvement" - Mid-Michigan Medical Center is improving the accuracy of its pharmacy by way of a robotic addition. This robot is found at over 200 pharmacies nationwide and improves accuracy up to one hundred percent.

*60 Minutes II

NAT/PSA

1/23/02 @8 min. segment

"No Vacancy" - a report on the crisis due to overcrowding in U.S. hospital emergency rooms and the practice called "diversion" which involves routing ambulances from one hospital to another. This practice can result in life-threatening delays.

*National Diabetes Education

NAT/PSA

:30 spot ran @45X

"Puzzle" - This spot seeks to educate about the many problems associated with diabetes. This disease is increasing at an alarming rate in this country, especially among African Americans and Native Americans.

6) Crime

*WakeUp

LOC/NEWS

1/24/02 :51

"Vet Could Lose License" - A Flint area veterinarian could lose his license after a hearing being held in Lansing. Dr. Lloyd Nelkie is charged with a variety of offenses, such as operating on a dead animal and having unlicensed Employees administer rabies shots.

*WakeUp

LOC/NEWS

2/16/02 :35

"Crowded Tascola Jails" - It's a problem facing many Michigan jails - too many inmates. In Tuscola County, the story is no different, with the prison overcrowding becoming a real dilemma for county officials. The county jail was designed to hold 80 but many times houses 100 inmates.

*6 p.m. News

LOC/NEWS

1/24/02 :24

"Genesee County Gun Grant" - More dollars to fight crime are on their way to Genesee County. The county prosecutors office will receive nearly 1/2 million dollars in federal grant money, which will be used, in part, to fund the hiring of several new assistant prosecutors.

*WakeUp

LOC/NEWS

2/1/02 :41

"CMU Arraignment" – A Saginaw man has been arraigned on four counts, including first degree murder and aggravated stalking. Police claim he murdered his former girlfriend as she attended a night class at Central Michigan University's Saginaw campus.

*11 p.m. News

LOC/NEWS

2/28/02 :31

"Police Verdict Overturned" – A controversial judgement was handed down today concerning three New York City Police Officers who have now been cleared of 1997 obstruction of justice charges and violating a man's civil rights.

7) Substance Abuse

*Talk Spot

LOC/PSA

:30 ran @24 times

"The Halo" - features a man who was injured in a drinking and driving automobile accident. This individual gives a strong testimonial about the dangers of drinking while intoxicated.

*6 p.m. News

LOC/NEWS

1/3 & 1/4/02 :52 & :22

"Stanley's Car/Drug Bust" - Flint Mayor Woodrow Stanley's car was impounded after it was allegedly used in a drug deal last week. A city maintenance worker reportedly took the vehicle to be washed, and then used it to buy crack cocaine. An investigation is ongoing.

*6 p.m. News

LOC/NEWS

2/2/02 1:17

"Teen Drinking" - This report by TV-5 Medical Reporter Ilene Cantor looked at a recent study from the national Center for Addiction And Substance Abuse. This study found that, while overall teen drug and alcohol abuse has gone down in recent years, the average age at which kids first experiment with drugs has gone down.

*6 p.m. News

LOC/NEWS

1/6/02 :21

The number of high school athletes turning to drugs and other chemical aids to build leaner, stronger bodies is on the rise. Steroids and other drugs are being used by these young athletes, according to data released by the NCAA.

8) Children's Health Concerns

*11 p.m. News

LOC/NEWS

1/23/02 :49

"Sports Injuries" - Young athletes are susceptible to a variety of injuries from running, jumping, kicking and other exertions This story advised parents on ways to prevent and treat these injuries. A branch of treatment, known as "sports medicine" has emerged to treat these specialized injuries.

*11 p.m. News

LOC/NEWS

1/8/02 :53

"Midland Neighborhood Clinic" - A clinic in this mid-Michigan community provides health care for people who don't have insurance, and is relied upon by many families. The clinic is now facing important financial challenges, and many in the community are fearful for its future.

*6 p.m. News

LOC/NEWS

2/27/02 1:58

"SIDS Sleeping Bag" - A special sleeping sack has been designed to reduce the risk of Sudden Infant Death Syndrome. This story included an interview with a mom-to-be who's planning on using the device with her Baby.

*Buckle Your Baby

LOC/PSA

:60 & :15 psa

ran 52X total

These psa's promote WNEM-5's campaign to have all children properly seated in child restraint seats in all vehicles. Through these spots, WNEM promotes our regular car seat safety checks.

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9) Agricultural Issues

*Department of Agriculture

NAT/PSA

:30 spot ran @ 72X

This spot, called "Volunteer", features actor Morgan Freeman encouraging people to volunteer to protect our country's natural resources. Freeman suggests that American's act as stewards of our farmlands and woodlands, preserving them for future generations.

*Farm and Garden

LOC/PGM

30 MIN SHOW

Aired 11 Saurdays 6 a.m.

This program features hosts from the local Farm Bureau, and highlights many agricultural issues from planting concerns and pest control to recipes featuring home-grown food products.

*U.S. Farm Report

NAT/PGM.

60 MIN SHOW

Aired 11 Saturdays 5-6 a.m.

This nationally produced program offers latest farm/agricultural news.

10) Lack of Spiritual/Moral Values

*SCOPE

LOC/PGM

Aired 10 Sundays 5-5:30 a.m

Half hour program focusing on spiritual and moral values and family issues. This show is produced by the diocese of Saginaw and is hosted by local parish priest, Father David Parsch.

*Catholic Mass

LOC/PSA

Aired 11 Sundays 4:30-6 a.m.

Half hour recorded religious service conducted by the Diocese of Saginaw.

*Black History Vignettes

NAT/PSA

:60 vignettes ran @120X

"Glenn Epps, Floyd McCree, Joe Gage, Myra Selby, Roosevelt Ruffin, Goodridge Brothers" - These vignettes featured profiles of several African American men and women from Flint, Bay City and Saginaw. Individuals spotlighted in these spots exemplify good character, ethics and strong moral values, and have made a positive contribution to the communities in which they lived.